

# The REPORTER

## of Direct Mail Advertising



Harry Porter, General Chairman  
30th Annual D.M.A.A. Convention

Report for August, 1947

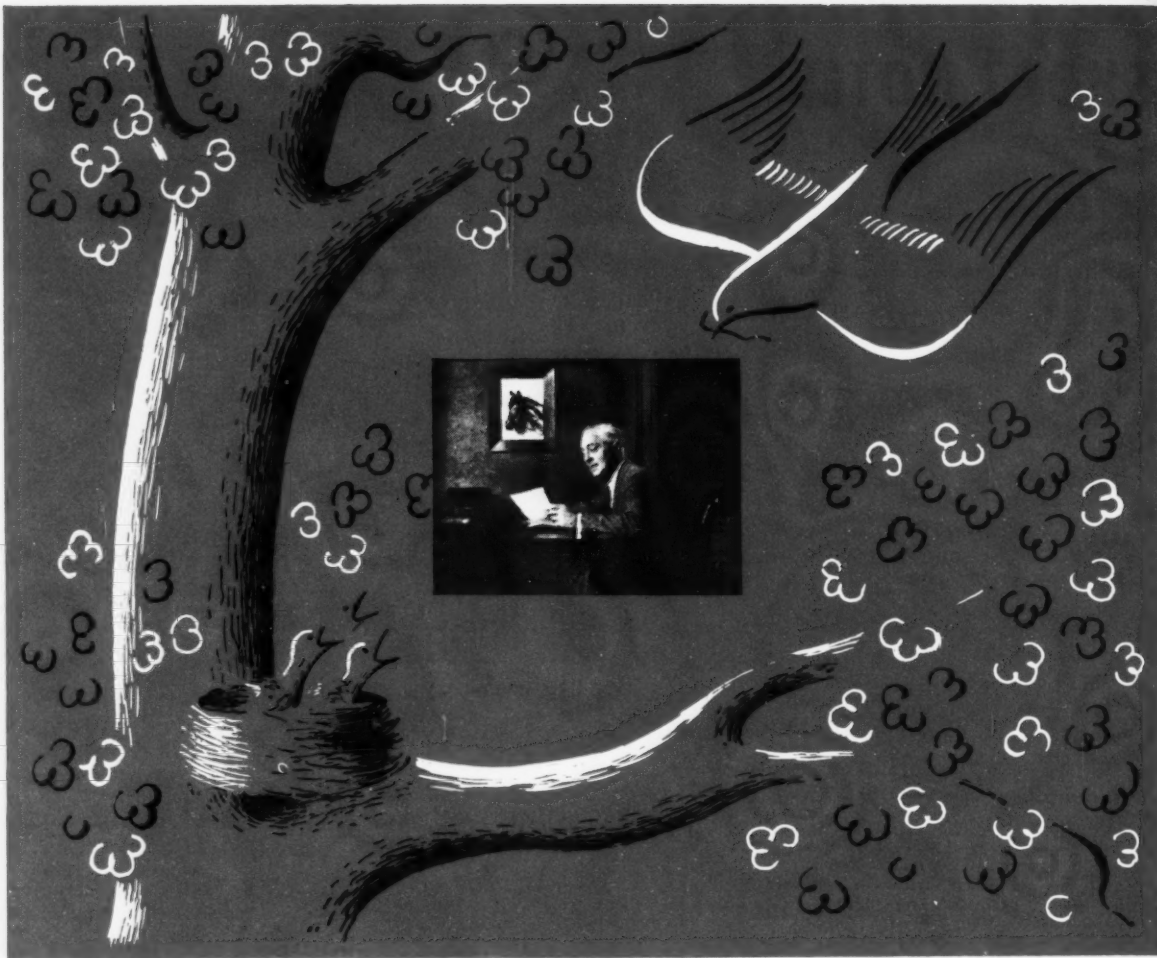
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**DMAA 30th ANNUAL CONVENTION AND EXPOSITION**  
**"Speed Distribution with Direct Mail"**  
 3 Days of Expert Consultation by Leaders in Direct Mail and Mail Order  
 Display of 1947 Prize-Winning Direct Mail Campaigns  
 Exhibits of Materials, Services, Equipment of National Producers and Suppliers  
 Sponsored by Direct Mail Advertising Association with national and local participating groups

**THURSDAY, FRIDAY, SATURDAY**  
**USERS, PRODUCERS, AND SUPPLIERS ARE URGED TO ATTEND**  
 To DIRECT MAIL ADVERTISING ASSOCIATION, INC., 17 East 43rd Street, New York 17, N. Y.  
 Attached is check payable to Direct Mail Advertising Association for \$200  
 Complete "Convention Package" includes 3-day program, 3 lunches, Thursday's "New Arrivals" party  
 Program, one day, without lunch: Thursday \$50, Friday \$50, Saturday \$50  
 Luncheon, each: Thursday \$7.50, Friday \$7.50, Saturday \$7.50  
 Special Note: Please request in advance. Send all registrations up to and including September 15th to DMMA Headquarters, Cleveland, Ohio. Make all checks payable to Direct Mail Advertising Association.

**MEMBERSHIP IN DMMA NOT A REQUIREMENT**

receiving the following registrations:  
 Thursday \$7.50, Friday \$7.50, Saturday \$7.50  
 Thursday \$5.00, Friday \$5.00, Saturday \$5.00



## Springtime for Sale

For any industry which caters to basic human comforts, expansion is as inevitable as Spring. This is why the air-conditioning industry, controlling nature's own humidity, looks forward confidently to a \$670,000,000 market in the next five years.

Air conditioning is vital to the manufacture of quality papers, for moisture-content must be controlled if printing is to be precise. But paper is no less vital to the manufacturers of air-conditioning equipment, for it is paper which gives graphic and rational momentum to such appealing promises as "Springtime for Sale."

Are you specifying Mead Papers of the Mead, Dill & Collins, and Wheelwright lines? Mead merchants will do their utmost to fill your needs. "Paper Makers to America" is expanding to meet the demand of America's expanding industries for "the best buy in paper today."

★★★ *Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.*

**MEAD**  
*papers*

ESTABLISHED 1866

**MORE THAN ONE HUNDRED YEARS OF PAPER MAKING**

**THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"**

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton



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ayton



# SHORT NOTES DEPARTMENT

• Jack Lasky (the Lasky Company, 220 Elizabeth Ave., Newark 8, N. J.) says his present pet peeve is: "Self mailers fastened by staples. If you don't scratch your hand, you tear through the heart of the message, or both." Jack concludes: "Away with 'em." *This reporter* agrees.

♪♪♪

• We've just seen some very beautiful and unusual letterheads . . . produced by Flor-Art, Inc., 615 S.W. Second Ave., Miami, Florida.

This company specializes in the flocking process (which sprays various types of colored material on a glued design). Flor-Art has successfully adapted the process for letterheads. Some of their samples produced for hotels, fruit shippers, etc. are spectacular. They add the sense of touch to the letterhead. Worth having in your idea file.

♪♪♪

• A. H. Whitelaw of Yankee Enterprises Associates, North Stonington, Conn., has a new letter wrinkle which he thinks "might be of interest to those who may wish to revert to the realms of aged seals and such."

He obtained a legal looking embossed seal with his company name and slogan "Tell 'em and sell 'em" around the usual circle. He uses the embosser as the final OK on sundry publicity releases, layouts, letters to established clients, and on the backs of envelopes just to arouse curiosity.

When used on letters, he signs his name or initials inside the seal. Might be an adaptable idea there . . . for the right kind of promotions. In AHW's case . . . it's fine.

♪♪♪

• What's this? Air mail postage was reduced to five cents per ounce nearly a year ago. Remember? In spite of that, we've noticed a few of our friends still affixing 6¢ stamps or setting 6¢ on their meter indicia. We don't have the heart to mention their names right now. But have the samples. One is from one of the largest advertisers in the country. Better check your mailing department. Are you sure your mailing clerks are using the right postage? We uncovered one case a short time back where the office boy had been putting 33 cents instead of 3 cents on no one knows how many hundreds of letters.

♪♪♪

• Plastics are getting quite a play . . . in advertising and feature stories. If you want to see some good looking Direct Mail used for promoting plastics . . . get the advertising department of E. I. du Pont de Nemours & Company (Plastics Department, Room 6757, 626 Schuyler

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Ave., Arlington, N. J.) to send you their latest 8½ x 11 inch, 12 page, beautifully printed booklet. It shows the application of plastic materials for many products.

♪♪♪

• Western Union has sold the back of their envelopes for advertising. Curtis Publishing Company have contract for first year. Their message, offering subscriptions by no-cost wire service, will appear on 175 million envelopes this month. A Curtis ad will also run on bottom of Western Union sending blanks.

♪♪♪

• A preview of the "Atomic Age Office" with its push-button efficiency, time and labor-saving devices and a forecast of even more startling future developments in office equipment and methods is promised visitors to the forthcoming Thirtieth National Business Show which will open its doors at Grand Central Palace, New York City, on Monday, September 29, and continue through Saturday, October 4. The Show, second to be held in New York since the War, dates back to 1904 and is one of the oldest of its kind in the United States.

♪♪♪

• That is a beautiful Report to Stockholders issued by the United States Plywood Corporation (55 West 44th St., New York 18, N. Y.) for the year ending April 30, 1947. There is a four-color photograph on the cover with the balance of the 8½ x 11 inch, 24-page booklet well handled with expert typography and illustrations.

♪♪♪

• Edward Stern & Company, Inc. (Sixth & Cherry Sts., Philadelphia 6, Pa.) has just produced a valuable 6¼ x 9¼ inch, 69-page, hard cover book entitled "Printing Techniques." It was authored by W. Don Molitor . . . and the material

appeared originally in a series of articles in *Printers' Ink*.

It outlines all the various printing processes in interesting fashion.

Copies are available from Edward Stern & Company at \$2 each.

♪♪♪

• The Printing Industry of America will hold its 61st annual convention September 22, 23, 24 and 25, at French Lick Springs Hotel, French Lick, Indiana. The four-day meeting will include a varied program of informative talks, sports and entertainment.

♪♪♪

• To announce a new telephone number, the advertising agency of Hugo Wagenseil & Associates (Talbot Building, Dayton 2, Ohio) used a wedding ring attached to their letterhead with a strip of Scotch tape.

Here's the letter:

**A New Ring**

We have a new ring, too . . . a telephone ring, that is . . .

HEmlock 5542

No more buz-z-z-y signals (well, hardly ever).

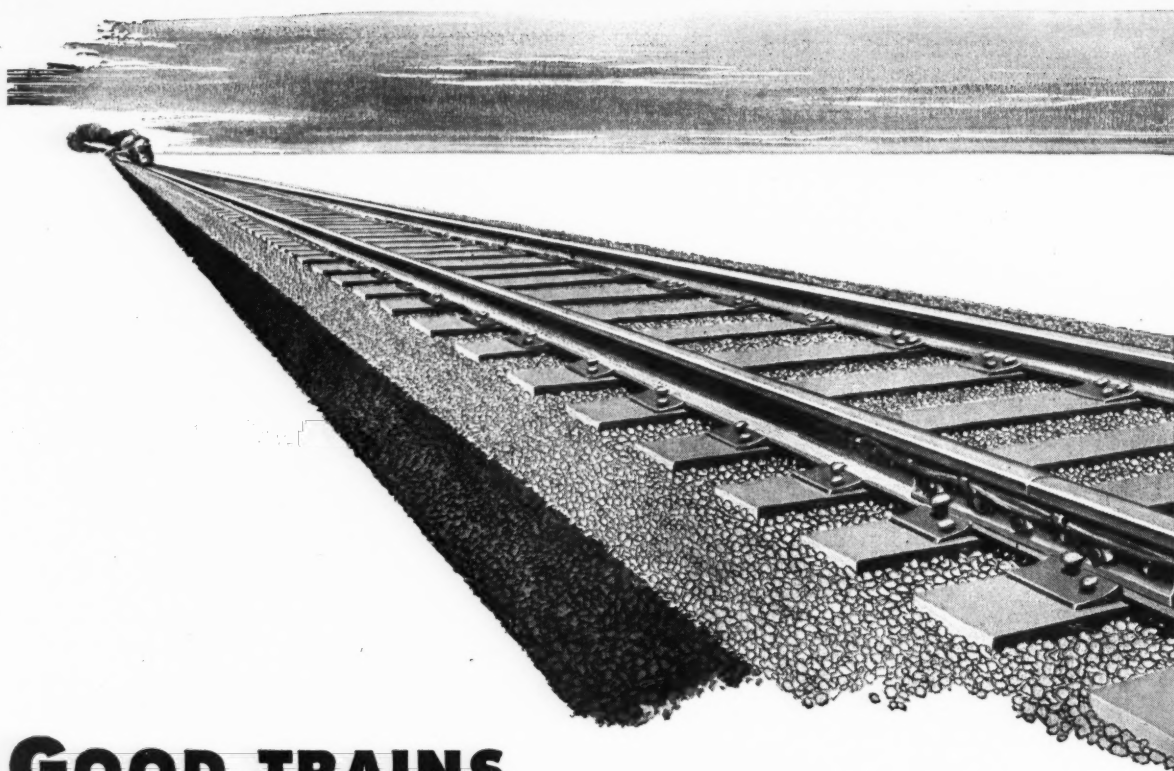
The Bell Telephone Company has just completed installation of their most modern telephone system for our 15 offices. This means we will be able to handle more calls—another step forward in business methods for HW&A.

Just try this new ring and see for yourself.

HEmlock 5542  
Hugo Wagenseil & Associates

P.S. Be sure to change your records and ask others in your organization to do so.





# **GOOD TRAINS** **AND *GOOD PRINTING*** **SHOULD RUN ON THE BEST**

A train of sound selling ideas, good products, art and plates, all deserve that extra something which quality paper lends to every piece of printing. Champion was founded 54 years ago to develop better paper for the then new halftone process of printing. Throughout the years new papers, new methods, better quality have produced ever-widening acceptance by printers, advertisers and agencies everywhere. These papers are outstanding; the line is complete for both letterpress and offset printing. It is Champion paper that delivers good advertising in best condition.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,400,000 pounds a day  
 MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

# The A. B. C.'s of

## Mail Advertising

By PAUL MUCHNICK

Higher costs, complex production problems and the turbulent state of today's markets call for a reappraisal of mail advertising methods.

With costs as much as 50% higher than pre-war, mail advertising results must be maintained or bettered to justify your investment in it. With paper and other shortages still prevalent, more advance planning and time is required to prevent decreased sales volume.

To assure maximum results from your mail advertising, the one sound approach to current problems is to review the basic fundamentals. These ABC's of mail advertising are:

**Analysis**—of product, product-uses, lists, methods.

**Budget**—setting an adequate budget to reach selected markets and exercising production economies without sacrificing quality or frequency of mailings.

**Control**—of copy, layout, production costs, frequency, size of orders and other factors.

Mail advertising has long since shed its swaddling clothes. It is now a big, full grown sales medium and distribution tool. It needs to be recognized as such and treated accordingly.

Too many advertisers still think of mail advertising as an after-thought . . . as something the office boy can knock out in his spare time. Ever-increasing competition makes such thinking tragic and costly.

What's worse, unsuccessful mail advertising based on such thinking is a reflection on the great volume of sound, intelligently planned, result-getting mail advertising.

### No Longer A Stepchild

Evidence of the stature of mail advertising is abundant. Last year's outlay was the tidy sum of \$278,797,150. This represented a 15.2% increase over the year before. For the first quarter of this year, 15.1% more was invested in mail advertising than in the same period a year ago. Mail order sales for the first half of this year were 20.8% higher than last year.

Obviously mail advertising is no longer a stepchild in the overall sales program. Now, more than ever, mail advertising requires top management attention and talent, skill and experience of the highest order for its planning and creation. Guided thusly, it can be one of business' most potent sales forces in the competitive era ahead.

### Analysis Precedes Profits

The analysis of your present or contemplated mail advertising should embrace, first, the product itself.

What does it do for its user? What are its advantages? Can it be used for more than one purpose or in more than one way? Would re-designing the product or package increase its sale? Do you offer related products in the same or follow-up mailings? Is the price right today?

Next to be analyzed is the foundation of mail advertising success—your mailing list or lists.

Is your list the best for your product? Is it kept under constant supervision or, at least, periodically cleaned of "dead" names? Do you maintain separate prospect and customer lists and treat each accordingly? Does each list contain every name that should be on it? Is care taken to obtain the correct spelling and address for each name?

For example, mail addressed to this writer is still being received at an address *ten years old*. Such mail, from a good dozen or more large advertisers, is still sent regularly to this old address . . . and was sent during the entire war period.

Presumably little or no attempt was ever made to bring the lists up-to-date. Over the years, thousands of dollars are literally poured down the drain in this manner. These dollars today, to advertisers of any size, might well represent the difference between profit and loss.

Finally, methods must be analyzed to eliminate weaknesses and capitalize on strong points.

Are your mailings complete? While using continuity, does each mailing tell your full story? Do you ask for an order (or, an invitation to send a salesman) and make it easy for the reader to send it to you?

Is a letter with your personalized sales message a part of your mailing? How about a circular with the generalized descriptive story and illustration of your product? Do you make proper use of color in your letter and circular? Are the right mailings made to the right lists at the right times? Do you take full advantage of postal weight and size regulations? (Continued on Page 6)

**Reporter's Note:** We wanted a good short article on the A.B.C.'s of Direct Mail . . . viewed from the present situation. The fellow who wrote the copy for the war-time booklet on Conventions by Mail seemed to have the right know how. So here's the manuscript from advertising consultant Muchnick's office at 68 West 58th Street, New York 19, N. Y. It is well worth reading.

All this bears the closest study. The time is past for taking things for granted. Even old tests cannot be relied upon. What produced profitable results pre-war may, if persisted in, be the harbinger of financial disaster in today's changed markets. Careful analysis and adequate testing constitute the only safe course.

#### **Budget Costs Intelligently**

The answers revealed by such a searching analysis will aid in determining the proper budget for your mail advertising.

Probably nothing has been the subject of more confusion and, at the same time, delicacy—in all advertising.

"How much will it cost?" seems to be the all-important question rather than "How much business can it produce?"

The cost of printing, mailing, copy, artwork, addressing, etc. is frequently allowed to overshadow the basic considerations of what results may be reasonably expected, how much the cost-per-order will be, how much a new customer is worth in terms of future business and how these costs compare with other methods of obtaining business.

To offset today's higher production costs, it is important, naturally, to exercise every production economy. That, however, does not mean sacrificing established standards of quality or the failure to raise such standards where indicated. Nor does it mean reducing the size or frequency of mailings where experience has patterned a successful technique.

#### **A Specialized Business**

Mail advertising production is a specialized business in itself. Knowing this business and keeping costs within reason is the mail advertising creator's business. It is his function not only to create mail advertising that gets results, but to know how to produce it at a cost in keeping with the job to be done.

Mail advertising, properly handled, is a powerful tool of business as previously indicated. Its results are usually in proportion to the effort and investment made in it.

To introduce a new product, recognize and face squarely the fact that initial costs will necessarily be

high. Manufacturing executives know that it invariably costs more per unit to get started in a new market than it does to maintain sales after you are established. When customers are on the books and repeat business comes in, the higher sales volume brings the mail advertising unit-cost, like the manufacturing unit-cost, down.

Hence, it is poor economy to send a boy on a man's errand.

In other words, when you have a real mail advertising job to do, set a real budget to do it. Determine the kind and volume of business you want . . . how much is to be spent to get it . . . then go after it with all the versatility and power that mail advertising offers.

Hire the best brains you can get for its planning, writing, artwork, production. Whether you maintain your own mail advertising department or retain outside counsel, the best is the cheapest in the long run.

#### **Control Assures Steady Profits**

The comparative speed with which mail advertising can be produced, even under today's conditions, makes possible close control of sales messages, prices, merchandising policies and other factors.

The flexibility of mail advertising makes it possible to control costs on a monthly, quarterly, annual or any other basis desired.

Control covers the frequency of mailings to customers and prospects, copy appeals, size of orders sought and mechanical costs.

It is by control that the advertiser knows where profits are coming from and how to increase them. Studying result figures reveals the products that pay-off, the lists that pay-off, the number of mailings it is safe to make and the type of appeal to use on each mailing.

#### **Too Few Are Benefiting**

It is here that comparisons are important. The relative cost of mail selling as compared to other methods points out in what direction to increase or decrease mail advertising efforts and, likewise, where to increase or decrease other sales efforts. Thus a coordinated sales effort is assured.

The application of Analysis, Budget and Control may help you obtain a greater share of the potential business in your field. Too few advertisers are getting all the benefits offered by sound mail advertising.

Are you?

## **The Face On The Cover This Month . . . . Harry Porter**

The face on the cover is of a man who has done much for Direct Mail and the Graphic Arts. Genial, friendly, hard driving Harry Porter, Vice-President and Sales Manager of Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio.

When you want something important done . . . it's always a good rule to find a busy man to do it. He'll do it in a hurry. So Harry Porter is the right man to head the Convention Committee for D.M.-A.A.'s Thirtieth Annual Meeting. Harry spark-plugs everything he tackles. He is known wherever Direct Mail or printing people gather. He has the faculty of getting everyone around him to work as enthusiastically as he does. So with Porter

calling the shots, no one need to worry about the arrangements for the Cleveland meeting.

As we go to press on this issue, word reached us that W. M. Kiplinger, famous for his Washington Letter and one of the largest users of the mail has definitely accepted the wind-up spot of the Convention . . . the final luncheon. And he will answer questions from the audience. That will make it a meeting to remember.

Our next issue will be the biggest and best of the year . . . the pre-convention issue. It will give you all the facts about the Convention in addition to a round-up of opinions on present day problems in Direct Mail from many leaders in the field.



## How Sylvania Sells the Idea of Post Cards to its Dealers

In the August issue of *Sylvania News* (house organ of the Sylvania Electric Products Company, Emporium, Pa.) here's how the editor explains Direct Mail to Sylvania dealers.

Whom do you know who needs his radio repaired? That's a pretty good question, and many radio servicemen often ask themselves just that. The worst part about it is, even if you do ask it, have YOU the answer?

When it comes to getting more business, it takes a wide awake guy to know just where. A lot of people depend on the customers coming to them, but the guys who are on their toes don't wait for that. They find the business, and make it come to them.

The best darn business getter we know is a direct mail campaign. It brings plenty of results, and fast—if you know the right people to put on the mailing list.

### Phone Book? Danger!

If you want to get some new customers, you've got to know where to find them. A lot of people use the old routine of looking in the phone book for names, but take it from us, this isn't the best place to look. You can get a lot of names for a starter, but you can build a better prospect list by other means.

Well then, what is another way that's better? One of the best suggestions to come along is one that you will find very effective. Take a few bucks from your pocket and make a deal with a high school girl to work for you. For a small

fee per name, let your new employee go out after school and call on people in your neighborhood. Make a list of questions for her to follow and soon you'll have some good names that will bring in a pile of business. You might call this "systematic money making."



When you make up the questions include questions that will mean something to you. For instance (and these are good leads):

Name, address; Have you a radio? Is your radio in good working condition? How long has it been since it was last checked? How old is your radio?

With these questions you'll get a good idea of your potential market, and a darn good prospect list. From the list you will be able to tell where there is new business and where your postcard campaign might be wasted. For those who have new radios, the reminder need only be after long intervals. You can work on the people with the ancient sets for all you are worth.

### Uncle Sam Can Help

Another way you might run a direct mail campaign is to get friendly with the mailman. He usually has a lot of hot tips on new faces in the neighborhood and can let you in on a lot of secrets of the new families.

If you live near a hotel, there is another good bet for using your postcards. Most every hotel now has radio service for its patrons, and those radios are just as hard on tubes and parts as any other. Even if you make personal calls on these places, a postcard to the manager every month will keep you on his mind, and he will remember when his radios start acting up.

### Customers Know Too

Don't forget too, that your old customers may have some tips on radios that need repairs. You know, the Jones' they visited last night and their radio didn't work just about time for Fibber McGee. They'll want their friends to get the good service they got and will be glad to give you some good tips on the radio situation in their neighborhood.

### Firstus With Mostus

There is one thing about this mail campaign. Your postcards are your salesmen. Look at it this way. When you want to buy more insurance whom do you think of first? The guy who called on you last year, or the fellow who was in to see you yesterday? The one who was there yesterday, of course. It is the guy who is fresh in your mind that you think of first. That is just how a mail campaign works.

When the radio in the living room conks out, Dad looks in the phone book for the first name. But if you have the jump on the other folks with your Sylvania postcards, he'll certainly think of you. That is a good bet to keep in mind.

There are plenty of possibilities for building up a mailing and prospect list. There are many not covered here, probably some we never heard about, but just keep in mind that when a radio squeals and squawks, it is the guy who has been there latest in person or in the form of an eye-catching postcard that gets the business.

*Part of a Series:*

# You Get What You Pay For!

Skilled Production Essential For Effective Advertising Coordination

By CHARLES B. KONSELMAN,  
Vice President DMAA

Effective advertising coordination requires at least three essentials. The A B C's are 1) complete planning, 2) accurate timing and 3) skilled production.

Often an advertising program is carefully planned with attention to the factors outlined in a previous article. The campaign is accurately timed and all schedules and media coordinated *on paper*. But then the vital follow thru—production—is neglected.

Usually advertisers are well aware of the necessity for expert production in connection with their national space campaigns. Their agencies or the publishers' representatives have done a real job of educating their clients of the need for 1) meeting deadlines, 2) creating the best possible advertisements, and 3) paying for this production.

## Direct Advertising Costs Money

However, where direct advertising is concerned, many advertisers still cherish the naive idea that it can be produced for peanuts, and operate accordingly, to the detriment of their advertising programs. *Direct advertising is not cheap to produce or to use.*

What has been called the "economics of direct advertising production" must be understood if true advertising coordination is to be achieved.

Too few advertisers, and agencies too, have an appreciation of the value of creative writing and planning of direct advertising material.

## Three Ways To Create Direct Advertising

It is not unusual, in fact it is a common practice, for creative work to be done on stolen time in the advertising department, by whipsawing the agency to take on the direct adver-

tising material without compensation, or by chiseling on the printers or other graphic arts suppliers.

When an advertiser steals time in his own department to do creative work which cannot properly be fitted into the day's routine, just what happens? Either the advertising manager does it himself or his assistants do it on nights, Saturdays, Sundays or any other time they can. The reason for this is simple. The advertising manager himself is not sold on the value of creative work, or has not sold the company on its value. Therefore, the company is paying for actual productive work—the "manager" in the title—and the vitally important creative work is done on stolen or borrowed time.

Sometimes an advertiser thinks he can get a pretty good job done on his direct advertising material cheaply from his agency by using the pressure of lucrative national space campaigns. The large account in a small agency can figuratively twist the agency's arm, and the direct advertising material is done.

What is the result? The agency will put the beginner—the cheap helper on the direct advertising material and let the high priced boy work on the space advertising. Unless the advertiser is appreciative of the value of direct advertising and is willing to pay for it, he's not going to get the top notch material which is essential. You can't beat the economics of the situation.

Similarly with the printer. Mentioning the term *creative printer* to many letterpress or offset shops is like waving a red flag in front of a bull. Advertisers have the habit of hiding behind this term when they ask a printer to write copy or do layouts for direct advertising for the same

price as was quoted to actually print the job.

Most good printers are willing to perform certain advertising department or agency services including the production of creative direct advertising material. But they want to be paid for it, and if the advertiser doesn't pay him what it's worth, what kind of direct advertising material is turned out? The advertiser's direct advertising material will inevitably reflect the quality—or lack of it—of this kind of inferior creative work.

To repeat, an advertiser cannot interfere with the profit motive and get anywhere. There has to be an economic present and future in creative direct advertising work or the direct advertising material will be poor and even the most carefully coordinated program will fall flat.

## Plan Skilled Production

If media coordination is necessary and an essential for effective advertising, the advertiser must plan for skilled production for the *complete* program, not only for 50% or 75% of it. Only then will the advertiser get exactly the right kind of direct advertising material and show a real profit to his company thru more effective advertising campaigns.

Just how well this can work out when done by an advertiser and an agency is manifest in any campaign where all elements have been allocated thru fair share of the costs—and thus skilled production insured.

## The Gulistan Campaign

An example of a well integrated, excellently produced campaign is the current Gulistan Carpets Fall Advertising. This program includes the use of consumer space, trade space, radio and direct advertising.

(Continued on Page 10)

**Mr. T...** has pudgy little pads tipping his broad, stubby fingers... is definitely not the man for picking pockets, pins or pickled peppers... repairing watches, hooking up dresses and splitting hairs. And most men aren't much better than Mr. T!

## THUMBLEBUM

or

## digitdexter



Miss D... has dandy hands for making shadow pictures, long fingers like animated calipers... facile at knots, tying trout flies, embroidering petit point, sticking pins and stamps... without ever nicking her nail polish! ... And most women aren't as good as Miss D!

ONLY one man in twenty-five, one woman in four, has better than average finger dexterity... and average isn't very good!... Which may explain why handling and sticking stamps is a finicky, fatiguing job for most people... and why a postage meter is welcomed in most offices!

Because a postage meter does away with stamps! The meter holds any amount of postage you want to buy... prints postage on the envelope in any amount needed for any kind of mail... prints a dated postmark, and seals the envelope flap at the same time... Prints postage on tape for parcel post... Protects postage from loss or theft, does its own accounting... Saves mailing time and effort in any office, large or small... And metered mail makes better time through the post office, too!...

If there isn't a postage meter in your office, call the nearest Pitney-Bowes office... or write for an illustrated booklet.



**PITNEY-BOWES**

## Postage Meter

PITNEY-BOWES, INC., 2017 Pacific St., Stamford, Conn.

Originators of Metered Mail... largest makers of postage meters  
Offices in 63 principal cities in the United States and Canada





Gulistan consumer advertisements are all four color, full page, preferred positions. Publications on the schedule include American Home, House Beautiful, Better Homes and Gardens, Bride's Magazine among others. Sunday magazine section of large metropolitan newspapers (e.g. N. Y. Times, News, Chicago Tribune) are also used. Trade space, in all publications pertinent to carpet merchandising, is carefully scheduled to achieve maximum impact while the other parts of the campaign are hitting hardest.

Altho radio is not a major part of the Gulistan campaign, its limited use in singing spots, particularly gift programs and station break commercials is carefully planned to tie in and accelerate national and local dealer space advertising.

The Gulistan Direct Advertising is

worthy of the expensive consumer space. Included are a dealer merchandising book in full color, which includes suggested local ads, displays, radio spot announcements and other vital merchandising helps.

Every item in this campaign bears the hallmark of skilled production. The program is a unit—each advertisement, each direct advertising piece, complement one another.

Coordination makes advertising programs effective—skilled production goes a long way toward achieving coordination.

\* \* \*

This is the fourth of a series of articles on media coordination by Mr. Konselman. The fifth and final article will appear in THE REPORTER in September.

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## A Report On A Pulp Publisher's Promotion

By PAUL MORGAN: NEWELL-EMMETT CO.

It's not generally realized that some ten million pulp magazines are sold across the nation's newsstands each month and that readers total nearly fifty million people.

Recently, The Popular Fiction Group, largest publisher of pulp magazines in the country, found that it had 12,750,000 monthly readers alone and, even more important, that these people are much like the readers of any other magazines with the possible exception that they like specialized fiction. In other words, an audience study conducted by Stewart, Dougall & Associates—an independent research organization—showed that the readers of The Popular Fiction Group display a pattern as to sex, age, economic status, geographic distribution, etc., similar to the audiences of other magazines which have also conducted national studies.

Naturally, an audience study serves as a truly great source of information

to the advertiser since he is better able to determine the qualifications of a magazine in merchandising his product or service. But the fact that a group of pulp magazines has underwritten an audience study is newsworthy since pulps have not in the past been seriously considered by most national advertisers.

In the case of Popular, however, Publisher Harold Goldsmith and President Henry Steeger put an eagle eye on national advertising as far back as 1942, confident that their audience constituted a top quality mass market worthy of the attention of advertisers. With this belief, they imposed a rigid censorship of advertising and overnight deleted so-called witch-doctor advertising that most pulps have carried in lieu of reputable national advertising.

Then they underwrote the national audience study involving 12,600 personal interviewers. The results of

the survey substantiated their belief in the size and quality of the audience.

With a five year record of reputable advertising, a certified quality market of 12,750,000 people and an advertising rate so low that it makes buyers think of the good old days\*, Messrs. Goldsmith and Steeger still faced two big problems. One, they had to overcome a latent prejudice that advertisers had developed through the years toward pulps. Two, they had to sell the import of their media story to advertisers and advertising agencies.

To help solve this twofold problem they brought in as Associate Publisher Tom Harragan, an agency man who had the know-how in dealing with advertisers. An ad schedule in the advertising trade press and Fortune is currently telling the story of Popular's vast audience and comparing values with other mass magazines. Also, a series of cartoon advertisements is running in the same media to dispel some general misconceptions as to the age, education, economic status and other characteristics of pulp readers.

This space schedule is being backed up with some hard-hitting direct mail advertising. In fact, about one-fourth of the advertising appropriation is being spent on direct mail, and in some rather interesting ways.

Although largest in its field, Popular Publications, Inc., was not well known in ad circles. To familiarize advertisers with facts about the organization and with the people who make it run, a simple and easy-to-read house organ called "Popular Facts" is being mailed monthly to them. The first issue, direct mailed in June, carried the following statement:

"Knowing The Popular Fiction Group with its twenty-five varied titles, has always been a difficult job for advertisers and their agencies. Popular Facts has been initiated to make you better acquainted, and each month it will go 'backstage' to meet the men and ideas which make these magazines click."

In addition, advertisers are receiving "One Story Magazine", a month-

\* The cost economies of publishing pulp magazines are passed on to advertisers in the form of low rates. Popular produces one full magazine per working day; does so at top efficiency.

ly publication which contains a reprint of a current story from one of the twenty-five magazines of The Popular Fiction Group. This mailing piece is intended to show that people read pulp magazines because they contain good, entertaining fiction worth the fifteen or twenty-five cent price tag.

Additional mailing pieces reinforce these regulars, seeing to it that Popular's message gets through to the advertiser. These include reprints of advertisements, broadsides showing magazine and newspaper articles which have pointed up various aspects of the job Popular is trying to do, and letters with return mailing pieces for requests for copies of the audience study or other information.

Its the kind of a campaign which acts as a springboard from which salesmen can more easily contact advertising executives to present Popular's message in its entirety. It's proving effective.

## CONTINUITY WITH BLOTTERS

Last year, Greyvan Lines Inc. (Advertising Department, 57 West Grand Ave., Chicago 10, Ill.) released a series of twelve monthly calendar blotters depicting historic methods of moving . . . caveman, Indian, pioneer, etc. as compared to modern moving by Greyvan. It aroused favorable attention. We've just seen the complete set for second year (starting August) . . . and it's equally good. Each month a different illustration tells a basic story wrapped around the theme "It's a problem to move in (the South Sea Isles) but Greyvan makes moving easy in the U.S.A." Location changed each month. Areas represented in series include: Turkey, Korea, India, Africa, Egypt, the Azores, China, Andorra, Iceland, the Andes Mountains, and the Far North.

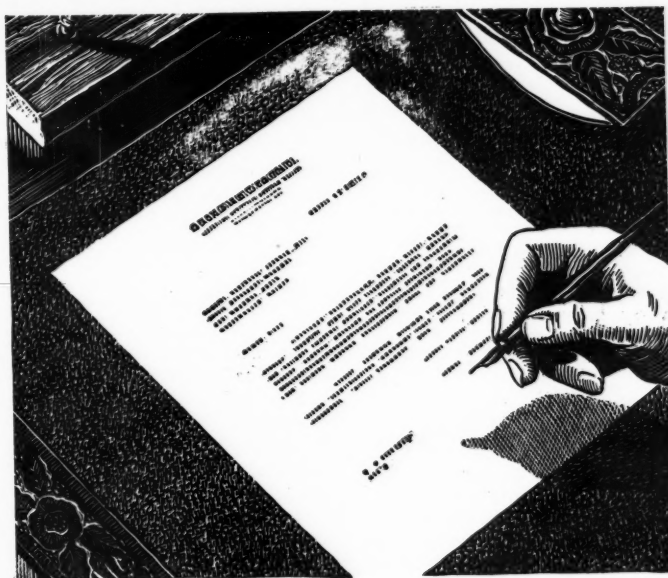
All blotters are lithographed in four colors on white, 100 pound laminated blotter stock. A good example of consistent, continuous contact.

There's no other publication that talks direct mail exclusively to direct mail users. That's why *The Reporter* is such an important medium for suppliers.

## THE REPORTER

# HAMMERMILL Cockletone BOND

*The finest letterhead paper ever  
produced by Hammermill craftsmen*



We invite you to compare the newest accomplishment of Hammermill know-how . . . Hammermill Cockletone Bond . . . with any other quality papers. Give it the "eye-test": See how its unmistakable quality appearance will set your letter apart. Make the "finger-tip" test: Note the "heavier" feel to add impressiveness and dignity to your business messages. Then give it the "ear-test": Hear the crisp, crackly snap that proclaims the best in bond paper quality. Test its writability. Test its erasability. Make any test you like. Judge its quality for yourself. Then consider it as your business representative. (Available also are matching envelopes in appropriate sizes.)

### SEND THIS COUPON FOR FREE SAMPLE BOOK . . .

File the book for  
your future needs.



Look for this watermark  
**HAMMERMILL  
Cockletone  
BOND**



Hammermill Paper Company  
1621 East Lake Road, Erie, Pa.

Please send me—FREE—a sample book  
showing the new HAMMERMILL COCKLETONE BOND.

Name \_\_\_\_\_

Position \_\_\_\_\_  
(Be SURE to attach to your business letterhead) R-AU

# The Letter Critic

(Note by H. H. This new department will be conducted by one of the country's foremost critics of letters and other types of Direct Mail. For the time being at least . . . to allow all possible latitude in criticism and comment . . . the conductor of this column will remain anonymous.)

In this brave new world of ours (sometimes I wonder what the term really means) it seems there's violent controversy being waged anent the current crusade to eliminate the use of the word "dear" in the salutation part of business letters.

But why anybody with an atom of common sense in their cranium should become embroiled, or stewed up, about such a proposal is beyond my humble comprehension. For, if you want to be realistic, aren't all of us living today in a world of two totally different philosophies? And isn't this status quo likely to continue indefinitely? The answer to both of these questions seems to be strongly in the affirmative.

All right, then—why can't the same realistic principle apply to present-day letter writing procedure? Let those rock-ribbed, conservative business men who wish to do so continue to use the endearing terminology in their daily correspondence. Can you ever imagine any group of hide-bound bank presidents of the "old school" doing otherwise, anyway? Regardless of the heavy pressure brought to bear upon these unemotional individuals by the collective force of even a thousand crusades. No, it's just as well not to try too hard to reincarnate such hard-shelled business people who, seemingly (to them), would lose caste by swerving one iota from the traditional path of letter writing.

Let their poor souls rest at peace in the unprogressive part of the world order. While we of the "new school" of letter writing tolerate them with deference as a grown-up boy would a grandfather. At least we can well afford to respect our elders, without inflicting upon them the gnawing spectre of a "get-wise-to-yourselves" crusade. Yes, we all can, and should, live together in peace, albeit with two different philosophies, in the same letter writing world.

Here's how I do it in taking my own capsule: Personally, I'm an ardent advocate of the principle (let's forget the "crusade" angle from now on) of eliminating the affectionate salutation in writing business letters. More than 99% of my daily correspondence is written in the modern manner. But occasionally I must, perforce, have contact with high-ranking business executives such as presidents of corporations. Isn't it much more dignified (undeniably the right approach) to address them in the conventional way? Letting the body part of the letter serve the important purpose of doing the selling job on such a class of people. It all depends upon what you judge the mental reactions of the customer, or prospect, will be to your appeal. Which amounts, in essence, to a study of psychology on the part of the writer of the letter.

Since we've now so graciously disposed of the 1% of people in the field of business who must be addressed in the conventional manner, let us turn away from conservatism to the other part of the world of letter writing. Most advertising men possess sufficient savvy and "know how" to operate to effective advantage in appealing to their reader audience. Yet, in making the latter statement, I feel very strongly, with due respect, that

certain precautionary guide posts should be followed in applying the new technique to the art of letter writing. Else its effectiveness will be nullified without much chance to survive permanently in this brave future world of ours.

So here are a few important thoughts I try to bear in mind in applying the new lead-in technique in letter writing:

1. Avoid any tendency towards flippancy such as "Hi there, Mister Whozit."
2. Don't make the opening phrase more than three or four words long, if possible.
3. Steer clear of the negative approach, as for instance, "We're disappointed, Mr. Customer."
4. Don't include figures or numerals in the salutation.
5. Shun the use of quotations of any kind, like "It was 'swell' of you, Mr. Somebody."
6. Don't start the salutation with such expressions as "Good morning, Mr. Smith." (The letter may reach the recipient in the afternoon or evening.)
7. Avoid too much punctuation, as for example "We, of the Jones Co., Mr. Brown."
8. Don't use slang expressions such as "You hit the jack-pot, Mr. Lucky."

There are, of course, many other admonitions that should be borne in mind by practitioners of this modern method of letter writing. You will probably sense readily enough at least a few more precautionary measures to be taken in applying the new technique in handling your daily correspondence. I merely cite these admonitions primarily for the benefit of those unprofessional advertising men in business who have an inbred yearning to make a parting of the ways—on the right basis—from the traditional style of letter writing.

And remember, in trying to apply the various suggestions outlined here, that plain common sense is always the wisest guide post to follow rather than a strict adherence to any so-called "set of rules" in the effective conduct of your daily correspondence. In our next Reportorial session, I'll give you some time-tested concrete examples of the new lead-in technique in letter writing—according to varying circumstances.



## DOUBLE BARREL QUESTIONNAIRE

Fred M. Reast, Advertising (10 East 43rd St., New York 17, N. Y.) pulled a neat questionnaire stunt for these hot summer days.

To a carefully selected list of top space buyers, the following processed memorandum was sent on the Reast letterhead:

### MEMORANDUM

#### Select The 6 Ads To Run

6 of These Ads Will Run in Top Advertising Publications in a special Test Campaign.

Which 6? It's Up To You!

As an advertising executive, we are asking you to do us the favor of selecting the 6 ads you think are the best. Those that receive the most OK's will run as a special 1/6 page test campaign entitled "Tips On Space Buying" for WATER & SEWAGE WORKS, of the Gillette Publishing Co.

Frankly we're in a jam. Our client likes the ads but can't decide which are the best. He naturally wants results and says to run the 6 that will draw the most. Our account group can't agree, are at each others' throats. One bright copy writer suggested letting the men who know, select the ads to run.

Each Ad is numbered. All you have to do is to circle the 6 numbers on the enclosed reply card which correspond to the numbers on the ads of your choice. Return the card today. No postage is needed. The quicker you do it the sooner we'll have peace around here.

Thanks for your help.

As ever,

Hudson C. Millar, Jr.  
(The a. e.)

P. S.—Judge the Ads On:

1. Attention Getting
2. Attention Holding
3. Headline That Leads You Into The Copy
4. Interesting Copy—Read Most
5. Interesting Theme
6. Effective Use of Small Space
7. Interest Created in WATER & SEWAGE WORKS
8. Urge to Write or Call

Attached to the memorandum was a folded proof sheet with reproductions of the twelve single column proposed ads. Also enclosed was the reply card. The returns were better than expected.

One advertising executive wrote on the bottom of his reply: "I figured you wanted me to read the ads, not check numbers. I did. It's a real attention-getter idea. Congratulations."

Which goes to prove, perhaps, there is more than one way to skin a cat.

## THE REPORTER

# PLASTIPLATE\*

## duplicates BETTER in Every Way

Now you can obtain *better* direct image offset duplication at *less cost* by using the new Remington Rand Plastiplate.\* Here are a few of the many advantages this patented plate gives you:

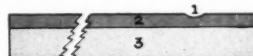
- 1 *Consistently better corrections that hold up for the length of run.*
- 2 *A quality run under average condition at least equal to any plate you've ever used.*
- 3 *No oxidation or "curl up"—you file these plates easily.*
- 4 *Top illustrating qualities—translucent plate surface resembles drawing paper, ideal for free hand or traced illustrating.*

To prove Plastiplate's superiority, we will send you 3 FREE direct image plates.

### Plastic Photographic Plates Too—

Photographic Plastiplates for offset

### Why PLASTIPLATE is BETTER



A cross section of the newly-developed Remington Rand plastic plate shows: (1) a non-detectable correction that does not penetrate the (2) water and grease receptive plastic coating. (3) The sturdy plastic-impregnated base-stock prevents any stretching or "curl up" because it is impervious to water

eliminate the regraining and other nuisances of metal plates. Cut your costs and forget humidity problems.

Get your free direct image Plastiplates now, or obtain information on how photographic plates can help you. Phone nearest Remington Rand office, or fill in and send us the coupon below.

\*Trade Mark

Cheaper than metal, more dependable than paper—BETTER than BOTH!

## Remington Rand

Duplicator Supplies Division  
2 Main St., Bridgeport 1, Connecticut

Send me without charge 3 direct image Plastiplates; I use a \_\_\_\_\_ typewriter and a ribbon of ☐ cloth fabric ☐ carbon paper. My offset machine is a \_\_\_\_\_ Model No. \_\_\_\_\_ ☐ Send information on photographic Plastiplates.

Firm Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Signed by \_\_\_\_\_ H-9

SEND COUPON TODAY FOR YOUR FREE PLASTIPLATES!

# News Highlights

## WEIGHTS OF BUSINESS REPLY CARDS

The Post Office has agreed to be *more liberal* in ruling on allowable weight of post cards.

During past few months, a number of large users of the mail complained to us because local Post Offices ruled that their business reply cards were too heavy . . . and consequently charged 4c for each card returned (letter rate) instead of the normal 2c rate. One printer got into embarrassing difficulties with his customer over the "mistake" of using a card 2½ thousandth of an inch thicker than maximum.

THE REPORTER investigated and found that local postal executives were sticking to the letter of regulation which prescribes that Business Reply Cards must follow specifications of Government postal cards.

We presented the case to Post Office Department in Washington . . . pointing out that this ruling (little known in advertising circles) worked an unreasonable hardship on printers and their customers.

The Post Office Department agreed. Local postmasters concerned are being advised as follows:

"While the specifications for the Government postal card call for a thickness of .0085 to .0095 of an inch, it is not desired to be technical to the point where it works a hardship on permit holders, especially in the case of cards which are slightly thicker than the prescribed size. Such cards are considered less objectionable from a mail handling standpoint than cards which are too thin. Therefore, cards which slightly exceed the thickness stated, but which otherwise meet the requirements, may be accepted and delivered at the two-cent rate."

The ruling is important from the standpoint of protecting printers and users of the mail, even though we do not necessarily want to see the Post Office burdened with increased tonnage. Most people will play fair in using a sensible weight . . . the best available for the job.

## ADDITIONS TO THE DMAA PROGRAM

Last month (July Reporter) we gave you the time table for the D.M.A.A. Convention, at the Carter Hotel in Cleveland, Ohio, October 23-24-25. All speakers and subjects were announced for the general sessions and dinners. The only omissions were the names of the featured speakers for two of the three luncheons.

Here they are: For Friday, October 24—Leo E. George, National Federation of Post Office Clerks, Washington, D. C. Subject: Management's Responsibility to Speed Distribution.

For Saturday, October 25—W. M. Kiplinger, of the Kiplinger Washington Agency, Washington, D. C. No matter what the subject printed on the program is the theme will be what's ahead for business and he will answer questions from the floor.

## ANNUAL D. M. A. A. BUSINESS MEETING

A business meeting of members of the D.M.A.A. will be held in conjunction with the 30th Annual Convention of the Direct Mail Advertising Association in Cleveland, Ohio, Thursday, October 23rd, 4 p.m. in the Carter Hotel.

Members will hear reports of the officers and elected members of the board for the ensuing year.

The 1947 Nominating Committee comprised of Fred E. May (President, Rising Paper Co., Housatonic, Mass.) Chairman; Henry Obermeyer (Vice-President in Charge of Advertising, Consolidated Edison Co., New York); Dale Wylie (Sales Promotion Manager, Iron Fireman Mfg. Co., Cleveland, Ohio) has proposed the following names to fill three year terms on the D.M.A.A. Board:

George Pfeiffer, 3rd, Advertising Director, McGraw-Hill Book Company, New York, N. Y.

H. A. Porter, Vice-President in Charge of Sales, Harris-Seybold Company, Cleveland, Ohio.

W. E. Smith, Manager, Sales Promotion, Pitney-Bowes, Inc., Stamford, Conn.

Members will also vote on a proposed amendment to the by-laws, which, if approved, will increase the schedule of dues from \$25.00 to \$36.00 a year.

The Association should have more financial support. It could put more money to good use.

## MAIL ORDER SALES AT HIGH PEAK

On August 11th The Commerce Department reported that chain stores and mail order houses did a record business in the first half of 1947, ringing up \$11,479,000,000 in sales.

The dollar volume of sales in the first six months of this year was 22% greater than the corresponding period of last year, the department said.

## NEW USE FOR A DIRECT MAIL MACHINE

Just heard an interesting story from out St. Louis way. E. G. Blume, St. Louis branch manager of Pitney-Bowes, Inc., was trying to sell the treasurer of the St. Louis Cardinals baseball club a postage meter. But treasurer Edward Roth was more worried at the time about getting a machine to date and count tickets. Salesman Blume, remembering his company made a post office cancelling machine . . . quickly got in touch with the home office.

The Cardinals now have a machine which dates, counts and reserves seat tickets at speeds from three to five hundred a minute . . . eliminating slow and costly hand stamping.

The same machine, with modifications, can be used for imprinting, back-stamping, dating and counting coupons, cards, etc., by advertisers, agencies, publishers, banks, utilities, hotels, seed houses, etc.

P. S. The Cardinals also purchased a postage meter.

Incidentally, the July 1947 issue of the Pitney-Bowes Bulletin carried an interesting, illustrated story of how the company entertained 5000 persons at the dedication of their new personnel building.

Also interesting, was a two-page story on how Pitney-Bowes use Direct Mail to survey the market and get inquiries for salesmen from a 170,000 prospect list. Statistically, the value of each lead obtained by Direct Mail is \$105.63.

## A PLUG FOR DIRECT MAIL

Ivan Mahan of the Western Lithograph Company, Wichita, Kansas, wired *this reporter* to be sure to read August 9 issue of The Saturday Evening Post.

That article, written by Jack Alexander, told the story of Wisconsin's new and brassy Senator Joe McCarthy.

After recounting Senator Joe's background . . . here is how the SEP described his use of Direct Mail in one of his campaigns.

He made a point of learning the first name of every member of the family, of the watch dog and of the ailing cows. When out of sight of the farm, he would stop his car under a tree, plug a recording device into the generator and, while his memory was still fresh, dictate a long letter mentioning favorably every mammal on the farm. The letter would be so worded that only a low-grade moron could fail to perceive that the visit had been the high point of the candidate's emotional life. Each night McCarthy turned his recordings over to a stenographer, and next day the letters went out to the farmers. So did letters to restaurant proprietors at whose places he had stopped for a sandwich, to motorists whom he had pulled out of the mud, to village idlers with whom he had passed the time of day, to bakery owners from whom he had bought doughnuts, and to householders who happened to be out when he called. He got the names of the last group, and those of their children and dogs, by making inquiry at the nearest grocery.

On the eve of election, each farm and village housewife received a post card bearing a gravure picture of a freckle-faced boy waving a baseball mitt. It wasn't McCarthy's fault if the recipient thought the boy was his son. The message on the card urged the housewife to shanghai her husband and get to the polls early.

In a triumph for direct-mail advertising, dark-horse McCarthy beat the elderly judge by about 15,000 votes to 11,000; a third candidate trailed with 9000. (Reprinted by special permission of the Saturday Evening Post, copyrighted 1947, by the Curtis Publishing Company.)

After reading the SEP article, we checked with Senator McCarthy's office and found he used practically the same kind of Direct Mail effort in his campaign for the Senate.

## THE REPORTER

## While She Powders Her Nose . . .



## ALL THREE MACHINES ARE TYPING PERSONAL LETTERS

*faster than human fingers can fly!*

AUTO-TYPIST is one of the most amazing business machines ever built. Any typewriter can be mounted on the mechanism. Then it will type letters—automatically—from two to three times faster than human typists can work. Your typist can operate three or four AUTO-TYPISTS. She can turn out from 300 to 500 letters a day—each letter completely and individually typed with a provision for manual interpolation of names, amounts, dates, or any other “personalizing” references.

### RUSH COUPON FOR DESCRIPTION OF THESE AMAZING MACHINES

Office managers' mouths drop open in amazement. Typists heave deep sighs of relief when they see perforated paper record rolls flashing out the tedious repetitive typing in one-third the time.

Sales Managers boost responses to their mailings many times by sending individually typed letters to their prospects. Rush the coupon or a request on your letterhead for complete description of the business machine that is increasing sales and collections, and speeding mailings for America's biggest companies. Send today for the facts. They are free.

**AUTO-TYPIST, 610 N. Carpenter Street, Dept. 28, Chicago 22, Ill.**

**RUSH  
the  
Facts  
Free!**

AMERICAN AUTOMATIC TYPEWRITER CO. Dept. 28  
610 N. Carpenter St., Chicago 22, Ill.

Tell me how one ordinary typist can turn out 300 to 500 individually type-written letters a day on AUTO-TYPISTS. All information is free and I am under no obligation.

Name.....  
Company.....  
Address.....  
City..... P. O. Zone..... State.....





Playing

## POST OFFICE

By: EDWARD N. MAYER, JR.

The Post Office and Civil Service Committee of the House has started its survey of the Post Office Department as it was authorized to under H. R. 176. And if the start they've made furnishes any clue to the kind of investigation that will be made, it certainly looks like a real job will be done before they're finished. No matter what happens, you can give this Committee a pat on the back for not falling into the errors of the "Hughes Investigation."

In addition to investigating (a) "the efficiency of the operations of the Post Office" (b) "existing postal rates and the extent to which each postal service is self-supporting" (c) "possible changes in rates and methods of operation"; Frederick Belen, coun-

sel for the Committee and head of the investigation, has requested every organization (and individual) who appeared at the recent hearings to submit their ideas and suggestions.

Here is a portion of a letter just received from Edward H. Rees, Chairman of the Committee, which we wish you would read more carefully than you've ever read these pages before.

Then, sometime before the first of October take the necessary time to send us any suggestions you have. We'll gather all of your ideas together and forward them to the Committee. *It is vitally important that we have your comments on Congressman Rees' letter whether you're a*

*D.M.A.A. member or not.* Remember, the deadline is October first, and whether you spend a hundred or a hundred thousand on postage annually you cannot afford to keep silent at this time.

"You will recall that at the above-mentioned hearing it was suggested that if placing the Department in better fiscal balance was to be the criteria for the assessment of rates, we should assure ourselves that the Department was doing everything from the standpoint of expenditures to economize, consistent with maintaining adequate service. We propose to give these individuals who expressed the belief that improvement could be made in the postal service which would provide a more healthy budget situation in the Department, the opportunity to make suggestions. It is with this thought in mind that we are inviting you to participate in this survey by submitting your views as to what can be done to make the Department more efficient, improve the service, or increase revenues.

"We have tentatively established some objectives which we hope to reach. I am submitting them in the following paragraph to serve as a guide for proposals which your organization or its individual members may suggest to this Committee:

(1) Increase the revenue of the Department by the addition of new services which pay their own way.

(2) Comparison of personnel utilization by post offices.

(3) Giving proper credit to the Department for services performed for other Government agencies.

(4) More extensive use of motor transport and mail distribution between post offices.

(5) Reduction, elimination if possible, of deficiency time in the Railway Mail Service.

(6) More equitable system of rating post offices other than "gross receipts".

### ...What part of you goes into every envelope?

An indelible impression of the character of your organization accompanies every letter that leaves your desk. See that it is the *right* one. Ask your printer about your letterhead. Paper is his business. We are sure he will call your attention to Rising Parchment.



**Rising Parchment**

✓100% rag ✓super opaque ✓6 standard sizes of envelopes  
✓distinctive unglazed parchment finish  
✓four weights

When you want to KNOW... go to an expert!



**Rising Papers**

Ask your printer... he KNOWS paper!

Rising Paper Company, Housatonic, Mass.

THE REPORTER



(7) Based on management engineering surveys, establish:

- (a) Work load standards
- (b) Typical post office procedures
- (c) Time and motion studies of the clerical functions of the post office, and
- (d) Routing and motorization of the delivery functions of the Department.

(8) Recommend and take the necessary action to revise laws and regulations not in harmony with conditions developed during the investigation."

\* \* \*

As you probably know only too well, the Railroad Companies have applied to The Interstate Commerce Commission for an increase of approximately 45% in railway mail pay. Should this increase be granted, the cost of transporting all classes of mail by rail will be increased approximately \$60,000,000. As the imposition of higher transportation rates on mail would substantially increase the cost of handling the various classes of mail matter, and would, therefore, be considered in proposals to increase postal rates, the National Council On Business Mail (on the alert as usual) has filed a petition with the Interstate Commerce Commission for leave to intervene on behalf of its members. Permission for the Council to appear as intervener has been granted by the Commission.

We particularly like, and want to pass along to you, two of the "grounds" the Council is using for its intervention.

"The basis of compensation to railroads does not recognize distinctions between the respective classes of mail matter as to the value of service, degree of preferment, or relative priority in dispatch and handling in transit, and is, therefore unfair to users of the various classes of mail."

"The rates for railroad transportation of mail, other than first class, should not exceed the rates received by the railroad companies from express companies for services rendered in the transportation of express matter."

\* \* \*

In case you forgot that now is the time to start thinking of your Christmas promotion, the following item

from a recent Postal Bulletin may help to remind you—

#### "Postage Stamps For Holiday Mailings"

"Direct and central accounting postmasters are requested at this time to estimate their holiday requirements in postage stamps and, at offices where adequate storage and protection facilities are available, to commence with their next regular postage stamp requisition to build up necessary reserves. Stamps for holiday mailings should not be ordered on separate requisitions but should be included in regular orders.

"Early attention to this matter in the manner directed will prevent congestion of unfilled requisitions next December."

\* \* \*

The U. S. Post Office Department has just placed with Commercial Controls Corporation, an initial order for coin-operated, automatic, stamp vending machines. They will be installed at convenient spots in post office lobbies to dispense commonly used denominations of postage stamps. Thus you will be spared the delay of standing in line during rush hours, and stamps may be purchased at any hour of the day or night and on Sundays

and holidays whether or not the stamp window is open.

Inauguration of this convenience is part of the Department's plan to improve and expand its services to users. It is the result of many years of effort to obtain a stamp vending device for satisfactory operation and adoption as postal equipment.

The first machines will be placed with post offices in the larger cities but, since they will also be available commercially, it can be expected that they will also be used in department stores, hotels, apartment houses, business offices, banks, insurance companies and wherever else stamps are commonly sold as a service to patrons and employees.

This Stamp Vending Machine is the first one to issue stamps in various denominations at *post office prices*. It will vend five 1¢ stamps for a nickel; two 5¢ airmail stamps for a dime; or five 3¢ stamps for a nickel and a dime. It is fully protected against operation by spurious coins and is rendered inoperative when the supply of stamps is exhausted. (Continued on Page 18)

## Four Color House - Organ Covers

Dress up your company publication with a beautiful illustration. Printed in four colors and ready for use.



You stimulate readership by garnishing your house organ, corporation report, or sales brochure with artistic MCS Covers.

A new cover design issued each month of a timely, seasonal, pictorial, or human interest subject. All are printed on good white enamel paper, from original top flight art work.

Four page covers furnished to you flat in sheets size 17½x11½ to fold and trim to an 8½x11 magazine. Illustration is on page one and the other three pages are blank.

Designs especially executed to allow local imprinting. Different covers may be selected each month, and you can order as small or as large a quantity as you wish. Back numbers are carried in stock for immediate shipment.

The needless expense of individual preparation, art, plates and printing is readily overcome and a good cover used by one company within its own organization does not conflict with another user in an entirely different business.

WRITE FOR SAMPLES AND FURTHER INFORMATION  
Publishers Digest, Inc., 510 N. Dearborn St., Chicago 10, Ill.

And while we're talking about Commercial Controls, we'd like to tell you about USPM Bandetts and the Bandett Holder. The Bandetts provide an economical, quick and easy means of bundling metered mail for delivery to the post office. Made of strong fiber, brown paper, the Bandetts are tough and pliable enough to hold envelopes in a tight, firm bundle without damage to the e.g.s. The

strips, gummed on one end, are 1¾ inches wide and just the correct length to band uniform bundles. Printed on the top side of the Bandetts are the words "Metered Mail" and space is provided to fill in the meter number, date and the name of the mailer.

The Bandett Holder is made to hang on the wall in a vertical position

so that the Bandetts can be withdrawn from the top opening as needed. These items are offered exclusively through Commercial Controls branches and agencies.

Edward N. Mayer, Jr.

\* \* \*

## FLASH

Effective September 1, 1947, all mailings made under Section 562 P.L. & R. will be required to be separated and securely tied up, whether without stamps affixed or under precancelled stamps, into direct packages for Post Offices whenever there are as many as ten pieces for any Post Office in any mailing, and properly labeled state packages whenever there are as many as ten pieces or packages for any state. This modifies the regulations which now provide that such direct packages shall be made up whenever there are as many as fifteen pieces to any post office or state and will become effective throughout the entire country subject to Order No. 35277, dated August 18, amending the postal laws and regulations.

## ARE YOUR LETTERS SUFFERING FROM THE HEAT?

Once again we will have to use the scissors to clip another item from the *Wolf Magazine of Letters* . . . the always good house magazine of the Wolf Envelope Company, Cleveland 1, Ohio.

Editor Jack Lang included the following in his August 1947 issue. He got it originally from *Coverage*.

### How To Tell:

1. Usually occurs in the afternoon.
2. Writer reclines in chair; feet on desk is a sure symptom.
3. Dreamy, far-away look in eyes.
4. Tendency to start letter something like this: "We have your letter of July 12 in which you inquired concerning public liability, property damage, fire, theft, and tornado rates on your 1937 Pontiac Town Sedan" . . . then a long pause.
5. Truly remarkable number of words in one letter, most of them meaningless.

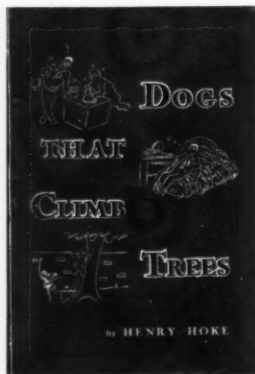
### What To Do:

1. Dictate in the morning when you feel fresh—the people with whom you correspond deserve the best you have to give.
2. You can't do productive thinking when you are half asleep. Brace up; be business-like.

(Continued Bottom of Page 23)



## "Required Reading" for Direct Mailers

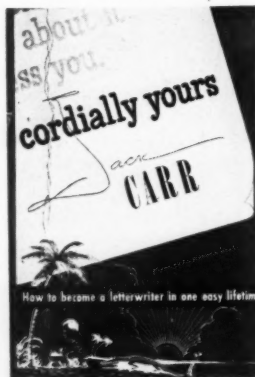


Three valuable books for the library of every user of the mail . . . to get ideas . . . to train employees.

Harrie Bell has put in readable book form the lecture course he has given successfully for the past eight years. It is a solid, substantial outline of basic Direct Mail principles.

In "Dogs That Climb Trees" Henry Hoke has told a humorous, fast-moving short story of his experiences in learning about Direct Mail from his letter-shop days in Pittsburgh to his editorship of *The Reporter*.

"Cordially Yours" tells how Jack Carr learned the letter writing game from life and how to get ideas. It includes 175 of the best examples of Carr Cordial Contacts out of 15,000 letters he has written for customers. Most of them can be adapted for today's use.



Send Your Order by Mail to  
**GRAPHIC BOOKS, INC.**  
17 East 42nd St., New York 17, N. Y.

.....copy(s) Bell Book @ \$4.00

.....copy(s) Hoke Book @ \$1.50

.....copy(s) Carr Book @ \$5.00

Fill in space above, clip and attach to your letter-head. Mail to us, and we'll bill you when shipped.

# Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY



A study by states of where mail sales are coming from may be an eye-opener and make it pay to specify states you want (paying the modest extra selection fee, if any).

Fortunately, most mailing lists are kept alphabetical by city and state, ready for any geographical coverage sought.

A summer of abnormal activity on tests and larger mass mail order campaigns appears to confirm that this will be an active and competitive Fall, "hypo'd" by bonus to veterans.

Mail order specialties on installments will be freed of restrictions November 1st, another boost to mail order, especially on large items.

What to do after retirement faces almost every direct mail executive.

One answer: to start a medium-size seasonal mail order business which doesn't have to be nursed and tended all year but allows time for play and freedom from pressure.

A retired army colonel is having the time of his life running a direct-to-consumer business from Florida on oranges-grapefruit by the case. The letters and orders from everywhere keep his mind occupied, he has income, too, is extra busy October 1st through January 1st but can be leisurely rest of the year.

Good opener, through appeal to sentiment, on Profitable Hobbies (Jack Tillotson):

"Do you remember how hard it was to keep from peeking into your Christmas packages before the big day arrived? You knew what a wonderful treat was in store for you and could hardly wait to get at it.

"You're probably just as curious about the coming issues of Profitable

Hobbies—and I can tell you its pages hold some fine surprises for all of you."

And then on into a good "renewal" pep talk.

How Fotoshop, Inc., "plusses the sale."

Order Blank includes reminder:

"Include a Good Book.

"There's a good book among the thousands we have listed that's going to help you in the know-how of photo techniques . . .

"Add it to your order!"

Other trade-ups:

Spaces to note items the customer would like to sell, trade or buy.

Handwritten note-size letter (without fill-in) offers a courtesy card to preferred credit customers and easy terms (installment payments) to customers and prospects of Arthur T. White, "the magazine bargain man."

Especially effective in selling to small town or farm women.

A mourning card to 10,000 robe buyers to hail the death of "Omar Tentmaker," whose passing "by royal decree" is "mourned chiefly by moths" paved the way recently for announcement that, from now on, Royal Robes, Inc., will be made and sold in suit sizes instead of by "small," "medium" and "large."

Sat in recently on a national convention of nurseymen who seek to lift the per capita purchase of \$1 to only \$1.50 . . . with millions more business by mail in prospect when they do.

Ten million new homes eventually are expected to help expand the market.

A photo post card of the dealer's place of business with a sales story

in detail on the front for 1¢ first class mailing makes the "perfect", yet low cost, dealer—help piece for Pontiac.

Mailing pieces of a general nature to a typical doctor were at a new "top", 10.6% of the total mail received, up from 4.4% of the mail in 1944, according to a survey by Fisher-Stevens Service, Inc., New York City.

Total pieces received: 1,774 or 34 a week, 3% below previous year for all pieces. More postal cards are being used. Twenty-seven per cent of all mailings include a letter as compared with 22.4% last year.

The first 3/5 of a second determine whether a piece of copy will "click."

So opines Gordon A. Speedie who is beating the tom-tom for a new advertising art, "emotronics," which puts fractions of time into relation with emotions.

He claims that, since time travels in cycles, emotions must be considered in relation to those cycles . . . faith and suspense are two prevailing emotions.

The bankers don't like 'em, but I still think the average Company check could be "stepped up" as a mail sales—good will medium without hurting its dignity or legality.

## EXCELLENT TYPE BOOK

The D. Van Nostrand Company, Inc., 250 Fourth Ave., New York 3, N. Y. have released a 160-page, 9 x 12 1/4 inch hard cloth book, entitled "Type for Books and Advertising." Written by Eugene M. Ettenberg.

This is a handbook for everyone who deals with type and the printed word. From the basic mechanical details of type setting and type construction to the elements of design and layout, it covers every important aspect of type, describing in practical terms, with hundreds of pictures, every step in its use. Whether you are concerned with books, magazines, newspapers or advertising, this book will become one of your most valued tools—a refresher course in the art of typography. Price is \$6.

# Questionnairng Is Wonderful

Here's an interesting case history. Back some years ago, *this reporter* was privileged to act as one of the judges of a contest staged by R K O Radio Pictures, Inc. Sales Promotion Manager Leon J. Bamberger had worked up a contest to get exhibitors to submit ideas for mailing pieces to promote pictures. Results were amazing. They proved that a bunch of rank amateurs had been taught to design good pieces because they had received so many good mailings from R K O. But better yet, the prize-winning entries injected the idea of making every mailing piece perform a double duty—that is, sell the exhibitor in the picture plus furnishing advertising ideas and display material for promoting pictures locally.

After several years had elapsed, Leon Bamberger wanted to find out how the exhibitors liked the present promotion.

The following letter was sent to 12,500 exhibitors, theatre managers, circuit heads, etc. Enclosed was a business reply envelope.

Individual Name  
Theatre  
City

Dear Mr. . . .

Will you do me a favor? We need your advice.

RKO direct mail advertising is always planned to not only tell you the essential facts about a picture, but to prove really helpful to you for lobby display, etc.,

rather than something you would toss away after reading.

What do you think of our mailing pieces?

Have they proven helpful to you in buying or booking?

Do you use them in your lobby, or windows, or in any other way?

Have you any suggestions to improve this service?

Your answers to these questions will be warmly appreciated. A postage paid envelope is enclosed for your convenience. A LETTER IS PREFERRED, but if you don't have time to write one, please send this inquiry back with your notations. Thank you!

With best wishes,

Sincerely yours,

(Signed) Leon J. Bamberger  
Sales Promotion Mgr.

Approximately 2000 replies were received . . . or about 16% statistically. However, many circuits were represented in the returns, so total number of theatres covered would increase percentage considerably.

94% of those answering gave a definitely favorable reaction to first question. Two hundred people took time to write a personal letter describing the use they made of R K O mailing pieces. Some of the respondents even gave new promotion ideas.

On Question 2: 85% said yes, with 15% voting no.

Question 3: 91% yes . . . 9% no.

## Question 4:

Those making no comment	51%
"They are good as is."	} 17%
"Keep them coming."	
"Keep up the good work."	
"Send more of them."	} 3%
"Send two on each picture."	
Those offering constructive suggestions.	22%
Unfavorable comments	7%

*This reporter* was given the unusual privilege of making an examination of the very complete, confidential analysis of the replies.


We say that the replies were wonderful . . . including the No's.

Leon was a little concerned about some of the "No" reactions . . . but to that we said "nuts."

That's the value of a questionnaire. It uncovers resistances, bad feeling or other phases of customer relations which might be improved. Naturally, on this R K O questionnaire, some of the "No" reactions were of the crackpot variety—just as they are on all group surveys. The high percentage of favorable responses is gratifying to the creator of the campaigns . . . but the analysis of negative reactions is the most important part of the undertaking.

After studying this case thoroughly, *this reporter* feels more sold on the value of questionnaires than ever before. R K O can be satisfied that their promotion pieces are generally considered "tops" in the motion picture field as indicated by the majority vote . . . but they can also be assured that by asking questions, they are getting closer to the customers and learning their gripes, their foibles and

(Continued on Page 21)



**PIONEER • MOSS**

PHOTO - ENGRAVERS SINCE 1872

460 W. 34TH ST., N.Y.C. MEDALLION 3-0440



their ideas about doing things even better.

Every person in the Direct Mail field could learn a lesson from this case. Too bad you can't all study the confidential analysis. But we should all remember that the "No" votes or reactions are just as important as the

"Yes's". In those "No" responses, you can uncover the resistance to the company and the product. You can learn how to overcome the resistances. That's the big job in selling.

So, thanks to Leon Bamberger for letting us in on the inside of a very illuminating Direct Mail job.

## ONE ADVERTISING MAN TO ANOTHER

By GEORGE KINTER

For the past hour, Henry,

I have been mentally sitting at a table with you, sipping a tall cooler and trying to think of something to talk about.

This may strike you as a bit strange, knowing as you do that I am seldom at loss for words to express my gripes about advertising abuses. But, for some reason, I'm not feeling a bit "gripy." Maybe the reason is that I have not been listening to the radio recently.

As I look back, radio advertising has prompted most of my criticism. While printed advertising may carry the same words as do the blurbs sent out over the air, they do not have the same irritating effect as they do when spoken or "sung" by the mouthpieces of the hucksters—and printed advertising, thank gawd, is not accompanied by sound effects.

Back before the days of radio—yes, I've lived that long—I seldom got hot and bothered about the false, misleading and exaggerated claims made in advertising, and there may have been just as many as there are today. I think the reason was that the people outside the advertising business with whom I came in contact seldom mentioned any distaste of advertising—probably because exaggerated claims and silly sounds were not drummed into their ears. However, I don't believe that claims were so exaggerated before advertising was put on the air. For instance, if my memory serves me right, Palmolive soap was sold on the appeal that it made "the skin you love to touch." While most any good toilet soap would make a skin more pleasant to the touch than

an unwashed skin, the claim apparently helped to make a goodly number of customers for that particular soap. At least in any size type, it didn't offend the eye or the intelligence of the public like the shouted claim, "PROVED, doctors PROVED that 2 out of 3 women can have a lovelier complexion in just 14 days by using Palmolive soap."

I mention this particular product, as I have mentioned it many times before, with the hope that it might come to the attention of the Federal Trade Commission, which—again if my memory serves me right—issued, several years ago, a cease and desist order which the Colgate-Palmolive-Peet Company has ignored.

But as I have said, I am not feeling "gripy" this evening and I will probably continue to feel that way until cooler weather forces me to sit indoors and listen to the radio.

\* \* \*

Not only has the silent radio relieved me of the gripes, but the anticipation of the action I expect around the print shop my brother and I operate may have something to do with it. I received a letter from the Eastern Corporation asking me:

"Want to see some action . . . want to see customers come flying through your door? Then let them see a few sheets of go-getting green of Eastern's Atlantic Mimeo Bond. Next, show them the other colors . . . pink, blue, canary, goldenrod and buff. They are all go-getters for sales."

To prove this, the Eastern Corporation shows a man being chased by the words "GO-GETTERS". He isn't running, he is galloping—both feet off the ground behind his coat-

tail, and in his mad haste he is losing two hats and a pair of glasses.

I immediately ordered a few sheets to show customers, and prepared for action by ordering three new presses, four multigraph machines and six mimeograph outfits to handle the customers that will come flying through our door. We have also arranged for a crew to salvage the hats and glasses the customers will leave in their wake.

\* \* \*

Another piece of direct mail that sold me was from the publisher of "A Thesaurus of Intensifiers." This book, just off the press, provides 2000 "Poignant, vigorous, metaphorical, intensifications alphabetized for rapid consultation and selection according to the term intensified." This book will enable me to "intensify with authoritative aptness, cogency and color, without any time-consuming, brain-cudgeling, or thesaurus-thumb-ing."

That is just the book I will need when I go back to radio listening. It will enable me to properly and effectively intensify my criticisms of the advertisers who intensify the claims their hucksters shout over the air.

\* \* \*

You probably read Bill Riis' article in *Reader's Digest*, titled "Don't Be An Ass About Aspirin." You probably also saw Bayer's newspaper advertising the article prompted. Clever people, this Bayer Company, don't you think? You may be interested in the letter I wrote Bill. Here it is:

Roger William Riis  
Roving Editor  
*Reader's Digest*.

That was a swell job, Bill, that you and *Reader's Digest* did for the Bayer Aspirin people and that company is showing its appreciation by giving you due credit.

If you have been reading the newspapers, you have possibly seen the half-page ad headed:

Reader's Digest Reports  
American Medical Association's  
Statement on  
Aspirin's Effectiveness

Of course the Bayer advertise-

(Continued on Page 22)

ment quoted only part of the statement of the AMA—that “incidentally” part about aspirin being probably the safest and most efficient of the pain killers.

Preceding that part of the statement, as you may recall, you asked the AMA: “What’s the real difference between all these aspirins? Surely you can’t buy the same thing for six cents under one manufacturer’s label and for 69 cents under another?” The AMA replied, “Oh yes, you can and what is more, you do, because aspirin is

aspirin.” Then followed the part of the statement that rated half-page newspaper space.

But don’t feel too badly about that omission, Bill. Even half-page space would not be sufficient to allow the printing of your whole article and at the same time getting across to the public that the advertiser wasn’t a mere piller but the actual maker of the stuff—which, according to your figures probably accounts for the 10% that isn’t made by two other companies.

However, I think the Bayer

advertising man muffed a wonderful opportunity to get in a real sales punch. As a closer he should have used, in big bold types, the title of your article: “Don’t Be An Ass About Aspirin,” and added, “Insist Upon Bayer’s At Any Price.”

\* \* \*

I can think of a lot more ways of spending an evening than watching the “stars” of Hollywood twinkle for the camera, but having a couple of hours to kill before an appointment, I dropped into a movie house. I didn’t know what was on the bill when I went in—, and as the “feature” picture had started I didn’t find out for probably fifteen or twenty minutes after I was seated between a big guy full of belly laughs and a nail and lip-painted bobby-soxer wearing “My Sin”, “Dangerous Moments”, or some other perfume that made me wish I hadn’t allowed the surgeon to perform that nose operation I mentioned several letters ago.

The action on the screen and the dialogue coming through the loud-speaker stirred a faint recollection of seeing or reading something along the same line and finally it dawned on me that it was the movie version of “The Hucksters.” I am glad I saw the picture by accident rather than for the purpose of writing an expert critic’s report on it. I can only say that judging from the expression on the faces of that part of the audience I could see, and laughs and giggles I could hear above the rasping noise that issued from the loud-speaker, the movie version, sans bedroom scenes and profanity, seemed to entertain those who want their stories in pictures as much as the book entertained those readers who want their stories raw.

I don’t think the picture version will hurt advertising any more than the book hurt it and I doubt if it will do any more toward correcting conditions in the huckstering business. It was a typical Hollywood production designed to entertain typical movie fans who are more interested in big-name movie “stars” than they are in the stories they portray.

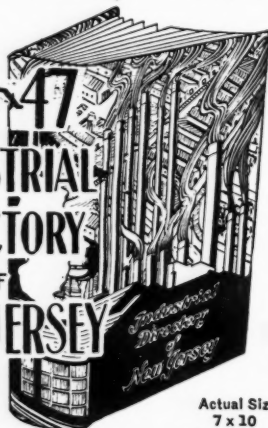
\* \* \*

And now, hold your hat—I have a pat for a back. It is for a partner in crime operating in Howell, Mich., under the name of Orville E. Reed. Orville lays claim to issuing the

## INDUSTRIAL DIRECTORY OF NEW JERSEY

**Want to Do Business In  
New Jersey? Here's How!**

**1946-47  
INDUSTRIAL  
DIRECTORY  
OF  
NEW JERSEY**



Actual Size  
7 x 10

**12,500  
Prospects**

**3,500  
Products**

**NOW IN ITS  
45th YEAR**

**The Answer Book to a  
5 Billion Dollar Market**

**906** Pages Jammed Full of Up-To-Date Information and Statistics About New Jersey's Industrial Resources and Facilities **906**

### **New Markets • New Customers**

Indispensable as a Mailing List, a Prospect List, a Sales Guide, a Buyer's Guide or a Reference Book to every Executive, every Purchasing Agent, every Sales Manager in every Home Office and in every Branch Office everywhere. Only Directory of its kind published about New Jersey and what it makes.

**Limited  
Edition**

**\$10.00**  
Per Copy

**Limited  
Edition**

Write, Phone or Telegraph Your Order Today

**New Jersey Industrial Directory**

400 - 38th Street  
Tel. MARKET 2-1712

L. Onagore 5-3634

Union City, N. J.  
UNION 3-2000

**DOOR OPENER TO 5 BILLION DOLLAR MARKET**

"World's Smallest House Organ." I take issue with him, for what he issues is NOT a "House Organ". It is a "Goodwill Builder" in the form of a government postal, pack-jammed with interesting reading matter, set in two columns of small-face six point. The issues I have received play no house organ tunes. Each issue carries a few minutes of mental refreshment that, I think, most any business man would appreciate. Such funnies as:

"Dime—a dollar with all the taxes taken out."

"News—anything that makes a woman say 'for heaven's sake'."

"Marriage—something a woman tries when the wolf whistles get farther and farther apart."

Suburban resident—"It's simply fine to wake up in the morning and hear the leaves whispering outside your window."

City-feller—"It's all right to hear the leaves whisper, but I never could stand hearing the grass mown."

Patron—"Waiter, the steak is too tough to eat. Bring me the manager."

Waiter—"O.K., but you won't like him either. He's even tougher."

Being in the same "racket" as Orville, I would not have the pleasure of reading his "Imp" (that is what he calls it) each month if he hadn't added a concern I house-magazine for, to his list. But I see to it that my boss doesn't get it. I'm not going to be good-willed out of a job.

(Continued from Page 18)

3. It's the thing at hand that's important—not what you must do tomorrow or what you'd like to do next week-end. Concentrate.

4. Get over the lazy habit of repeating what was written to you. The other fellow knows what he wrote, don't annoy him by repetition. He may not be in very good humor—tempers often rise with the mercury.

5. Build up your letter step by step. Decide exactly where you are going and then get there as quickly as possible. It's probably as hot in the reader's office as it is in yours. Why should he exert himself trying to figure out what your letter is driving at when it was too much of an effort for you to write it properly?

## THE REPORTER

## LETTERS to the EDITOR

### CORRECTING THE DICTIONARY!

Here's a carbon of letter written August 13 by Frank Egner.

Mr. Harry J. Beard,  
J. B. Lippincott Co.,  
East Washington Square,  
Philadelphia 5, Pa.

Dear Mr. Beard:

Your letter on page 21 of the current issue of *THE REPORTER of Direct Mail Advertising* naturally interests us greatly. If you will refer to page 302 of Funk & Wagnalls New College Standard Dictionary, Emphatype Edition, you will find a definition of *dear* as follows: "Beloved; precious; also, highly esteemed: used in letter salutations; as Dear Sir." I thought you would like to know that at least one dictionary is aware of direct mail problems.

Very truly yours,

(Signed) Frank Egner  
Funk & Wagnalls Company  
153 East 24th St.  
New York 10, N. Y.

### A REPORT FROM PARIS

Paris, 19th July 1947.

Henry dear,

And truly, you are dear in my remembrance of our good old days at the D.M.A.A. Convention, October 1932, Pennsylvania Hotel.

Dear also to have quoted in your "REPORTER" of April 1947—some fifteen years later—the little story of Bastide family. I thank you sincerely for that. And tonight, in the quiet evening hours, the office closed after day work, dictating this letter for you to my daughter Jacqueline, I feel like having a friendly talk with you. And that can be the privilege of every letter, if we only care to feel so.

Well, Henry, you are perfectly right when suggesting that "Direct Mail people from the United States visiting France should contact Pierre Bastide." They will receive a warm welcome."

I shall be very happy indeed to receive over here every D.M.A.A. friends from U.S.A., and to be of any service they could wish.

(Continued on Page 24)

## ONLY MOSELY

makes available this exceptional Mail Buyer List for one-time rental addressing

**M - 4029**

**30,000 LEADING  
PROTESTANT MINISTERS  
who buy by mail.**

Alert, progressive. mail responsive

ANOTHER MOSELY EXCLUSIVE LIST.

Active and former subscribers progressive publication. Largely sold by mail. Good service. Empty envelopes. Reasonable rate.

Send sample mailing piece and letter for arranging a test.

Dept. R-8

## MOSELY SELECTIVE LIST SERVICE

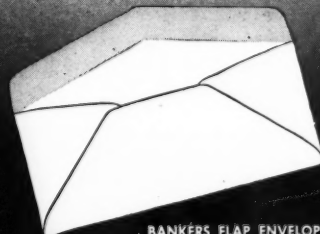
Mail Order  Headquarters

38 NEWBURY STREET  
BOSTON 18

**NEW MAIL ORDER CUSTOMERS  
in VOLUME . . . direct by Mail  
to YOU!**



For Every Business Use



BANKERS FLAP ENVELOPE  
SAFE SEALING OF BULKY MAIL

**TENSION ENVELOPE CORP.**

FIVE FACTORIES  
SELLING DIRECT TO THE USER

New York 14, N. Y. \* Minneapolis 1, Minn.  
St. Louis 10, Mo. \* Des Moines 14, Iowa  
Kansas City 8, Mo.



## 20 NAMES OR 20,000,000?

List requirements may vary from a few score names of highest selectivity to many millions of general interest. Yet a single source can supply them all... for DUNHILL boasts one of the largest libraries of mailing lists in existence... maintains a fully organized research staff to compile special lists in quick order and at gratifyingly low cost.

- Foreign Lists
- National Lists
- Neighborhood Lists
- Industrial Lists
- Banking & Finance
- Professional Lists
- Housewives
- Known Donors
- Merchants
- Teachers & Students
- Religious Lists
- Associations & Clubs
- Ex-Service Men
- Anything

REMEMBER—you haven't **BEGUN** to open up your list possibilities until you've talked to DUNHILL!

**DUNHILL LIST CO., INC.**  
565 FIFTH AVENUE  
NEW YORK 17, N. Y.

## LIVE LISTS DO THE TRICK

Most of the lists we offer are buyers or subscribers lists to which the owners are constantly adding new names and cleaning out the old ones to keep the lists timely. This is what makes our lists do a real job for you.

- ➡ If you're looking for circulation increases for your publication—
- ➡ If you're after new customers for your product—

Contact us for recommendations. We have all types of lists for rent.

### WILLA MADDERN

215 Fourth Ave.  
New York 3

Gramercy  
3-3440

I have been delayed in my writing to you by the organization of the International Advertising Executive Convention, held in Paris, 8, 9, 10 July, 1947, of which I happened to be the General Manager.

Important questions were raised and some settled. For example, a preparatory Committee has been appointed (England to hold the Presidency and France the Secretary), to study an International Advertising Federation, and to propose its organization for approval to the next World Advertising Convention.

Important people attended this Executive Convention. Included were Mr. Henderson, General Director of the British Advertising Association; Austice Brown, General Secretary of B.I.P.; Alan Withworth, General Secretary of Incorporated Society of British Advertisers; Arthur Chadwick, President of B.D. M.A.A.; Coppens, President and T. Horst, General Director of Holland Advertising Association; E. Boochez, Vice-President of Belgian Advertising Association, and several members of the Board of Directors, Althaus, International delegate of Swiss Advertising Federation; Trygve Dalseg, President of Nordic Advertising Federation, (Sweden, Norway, Denmark, Finland); Mario Neiva, President of Brasiliano Advertising Association, and several Directors; Mario Mateo, General Secretary of Mexican Advertising Federation, Cecek, General Secretary of Czechoslovakian Advertising Association; Nino Caimi, President of Italian Adv. Ass. was held in Roma, at the last moment by passport difficulties.

The French Press Federation and the French Advertisers Federation officially supported this Convention, their Presidents attending. Unfortunately, U.S.A. missed the boat, and although Mr. Borton had been invited officially in due time, and had tried to send us Mr. Larmon (in Paris just five days before this International Convention), American Advertising was not represented.

As the idea for an International Advertising Federation was first promoted by U.S.A. in 1929, we hope that the American Advertising Federation will join in a next future to our study and work to prepare its organization.

Another particular step was taken regarding ex Prisoners of War in Advertising and Press field. An International Association has been decided, to which have already joined

# SELL your prospects



**Ahrend's Specialists  
Create Hard-Hitting,  
Direct Selling Campaigns.  
For Full Information,**

call  
**MU 4-3411**   
**D. H. AHREND CO.**  
*Creative Direct Advertising*  
333 EAST 44th STREET • NEW YORK 17

## HIDDEN PROFIT-PRODUCERS —YOUR MAILING LISTS

You have to own, and maintain for your use, your Mailings Lists.

MOSELY will show you how to realize

## EXTRA DOLLAR INCOME for ADDRESSING for NON-COMPETING MAILERS

It's a source of cash of new importance to YOU now... without extra sales work on your part.

Income which can be derived depends on nature, size, pulling power, of your List.

### "MOSELY sends the CHECKS"

Write all about the Lists you have for frank opinion, without obligation.

Dept. R-8

## MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET  
BOSTON 16

"MOSELY sends the CHECKS"





"Dear Sir: As a steam shovel operator, you'll welcome our new C-8741-AZ9 Feather-Touch Clutch."

### Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

#### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston 10, Mass.

#### Dear Mailers:

Would you like to duplicate the experiences of the mailers who wrote:

#### Dear Walter:

We certainly enjoyed meeting you while you were in Chicago and appreciate the many fine suggestions you gave us . . .

I want to thank you for coming into my office yesterday. It was not only a pleasant visit but a very instructive one for me . . .

The only complaint I've got is that you were out in the Middle West and didn't come in to see us! I certainly hope that you won't let that happen again . . .

#### Which Client?

WERE THEY—Esquire, Harper & Bros., Look, Doubleday, Modern Handcraft, Macmillan, Wall St. Journal, Miles Kimball, United States News, or Profitable Hobbies?

Submit your data. State the problem. We will make definite recommendations.

#### WALTER DREY

LIST BROKER

34 East 40th St. • New York 16, N. Y.  
Murray Hill 3-0642

#### International List Bureau

45 Astor Place • New York 3, N. Y.

GRamercy 3-0730

No. 9 of a Series

the British Returned P.O.W., Belgium, Holland and France similar Associations. We hope that U.S.A. and Canada will join later on this friendly International Rotary Club of Advertising and Press ex P.O.W.

As you can see from these brief notes, old Europe, although badly damaged and wounded by World Wars 1 and 2, tries to build up a basis for better Advertising.

I am afraid, dear Henry, that this letter is far too long, and I must apologize for taking so much of your time to read such a poor English of my own . . . But it is a real pleasure for me to keep you posted and to tell you, once more, all my appreciation for your courtesy.

My last word for congratulating you with the happy coming of your nice grand-daughter!

Very cordially yours,

P. G. Bastide  
La Publicité Directe  
68, Rue Mazarine  
Paris, France.

*Reporter's Note:* Glad to reprint Pierre's letter as is. Those last two lines of his second paragraph preach a sermon worth remembering. Grammar isn't too important. It's the spirit and the tone which are important. The U.S.A. should get on the bandwagon in helping with a World Advertising Federation. The right kind of advertising (especially letters) between the people of all nations would go a long way toward preserving a peaceful world.

#### REPORT ON "FRIENDLINESS"

Thank you very much, Henry,

for calling my attention via your magazine to Jack Carr's book "Cordially Yours". I feel that you are responsible for the enclosed letter which I mailed to our list of friendly customers. Please don't get the idea that we have more than one list of customers, they are all friendly. Our business has been built by the use of Direct Mail and a cooperative, understanding attitude on the part of all of us when taking orders over the telephone.

I enjoy reading *The Reporter* and I again want to say thanks for the many

interesting and helpful articles which have appeared in your publication.

Morris Kaplan  
Airline Delivery Service  
60 East 42nd St.  
New York 17, N. Y.

And here's the letter which Morris Kaplan credits in part to *THE REPORTER* and "*Cordially Yours*." It was processed on their regular letterhead with an illustration of a little girl holding a birthday cake printed above the first line.

#### Remember When You Were a Kid?

It was not so very long ago—what a thrill you got on your birthday when MOM and POP and brother and sister gathered around the dining-room table to extend their good wishes to you. Then you blew out the candles on your big birthday cake!!

It's our 7th Anniversary . . . We are thrilled and want to say "T H A N K S" to you and to the hundreds of friends who have gathered around us to make this anniversary possible.

We wish that we could send you all a piece of birthday cake. Instead, please accept the enclosed souvenir with our best wishes and appreciation for your continued patronage.

Cordially yours,

Airline Delivery Service  
1940 — 1947

#### ANOTHER "NUTS" LETTER

After reading our report of the Standard Automotive Parts Company (Mr. L. T. Girdler) letter in the *July Reporter*, Marcelle Coolidge, of the Arthur Martin Karl organization, felt an uncontrollable urge to send us the letter printed below. She thinks

#### SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising  
24 West 48th Street • New York 19, N. Y.  
MEdallion 3-0813

#### MAILING TO CANADA?

Let a Canadian Company handle it for you—printing to mailing.

TORONTO ADDRESSING CO.  
21 King Street East, TORONTO, ONTARIO

# SALES-

## MINDED EXECUTIVES

use



Write to the  
**REPLY-O PRODUCTS CO.**  
150 WEST 22nd St., NEW YORK 11

### How to sell MORE in volume by Mail DIRECT TO CONSUMER!

MAIL ORDER LIST  
HEADQUARTERS  
gives you direct access to the  
"cream" of

### MILLIONS OF SPECIALTY MAIL ORDER CUSTOMERS of OTHER COMPANIES

for one-time addressing of YOUR  
mail on a large scale after keyed  
tests.

MOSELY experience, MOSELY  
facilities, MOSELY service can in-  
crease Your Success.

Write in detail with sample mailing  
pieces to

Dept. R-8

### MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET  
BOSTON 16

### NEW MAIL ORDER CUSTOMERS in VOLUME . . . direct by Mail to YOU!

### SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;  
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.  
480 Lexington Ave., New York 17, N.Y.

it runs a close second to the Girdler  
blast. We agree.

August 14, 1947

Arthur Martin Karl  
25 West 45th Street  
New York 19, N. Y.

Gentlemen:

We are informed that you have been  
furnishing our firm name and/or the  
writer's name in mailing lists sold through  
your firm or related dealers.

We are endeavoring to reduce the vol-  
ume of our daily received mail to the  
minimum pertaining only directly to the  
operation of our business. Therefore,  
we wish to exclude all advertising mail  
resulting from purchased mailing lists as  
too much time is consumed in the han-  
dling of advertising matter that has been  
recently flooding us through the mails.  
The result is that all such advertising  
matter is being returned to the Postmaster  
for return to the sender or other appro-  
priate disposition.

We therefore wish to ask that you  
please remove our firm name and the  
writer's name from any and all of your  
mailing lists and respectfully request  
that you desist from any further use of  
our name for mailing list purposes.

Will you kindly acknowledge and ad-  
vise that you will cooperate by complying  
with our request.

Very truly yours,  
Max Albert  
Galesburg Soy Products Co.  
1021 S. Henderson St.  
Galesburg, Ill.

*Reporter's Note:* We intend to  
wind up this item for you as we did  
last month, with the single word  
"nuts" . . . but on second thought we  
should add that Max Albert might  
learn a lot about writing letters by  
reading his mail or even by reading  
*The Reporter*.

\* \* \*

Incidentally and while on this sub-  
ject . . . THE REPORTER sometimes  
rents its mailing list, including sub-  
scribers and prospects, to advertisers  
and legitimate mail sellers who want  
to reach the Direct Mail field. A  
couple people have "kicked", but  
usually are satisfied when we explain  
that in our opinion all readers of THE  
REPORTER should be interested in see-  
ing all the Direct Mail they can ob-  
tain. We think our rental activities  
are as valuable to our "list" as to the  
advertisers.

There's no other publication that talks  
direct mail exclusively to direct mail users.  
That's why *The Reporter* is such an im-  
portant medium for suppliers.

LETTER GADGETS keep those letters  
out of the waste basket and pay for  
themselves many times. These are  
attention-getters which triple the pull-  
ing power of letters or circulars when  
properly used. Send for circular and  
price list illustrating many of them.  
A. Mitchell-R. 735, 111 W. Jackson Blvd., Ch'go 4

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3  
lines. Help and Situation Wanted Ads—  
50c per line—minimum space 4 lines.

### DIRECT MAIL COUNSEL

DIFFICULT-TO-WRITE SALES LET-  
TERS expertly written by specialist with  
17 years experience; unusual background.  
Write details for estimate. Lester Meyers,  
Box 246, Murray Hill Sta., N. Y. 16, N. Y.

### FOR SALE

10 L. C. SMITH STENCIL CUTTING MA-  
CHINES. Brand new 1947 machines.  
Series 2030000. Perfect condition. Free-  
port 9-2431.

### HELP WANTED

ESTABLISHED NEW YORK CITY Mail  
Agency has openings for several men to  
train for its executive staff. Weekly pay-  
ment and liberal participation in profits.  
Must be willing to get hands dirty and  
run errands, or anything else on occasion.  
Any experience on office machines, adver-  
tising, publishing, accounting, or sales  
may be helpful. Apply in own handwrit-  
ing, please. Box No. 121, *The Reporter*,  
17 E. 42nd St., New York 17, N. Y.

SALESMEN for leading business service  
house. Experience in direct mail and list  
marketing helpful, but not mandatory.  
Straight commission for live wires. Write  
Box R-1326, 113 W. 42nd St., N. Y. 18.

### MAILING LISTS

ACTIVE CUSTOMER LIST—10,000 Wom-  
en Mail Order Buyers! Available for rental  
at low rate. Write: George Lenhoff, Lin-  
coln 8, Nebraska.

### MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the  
Multigraph, Dupligraph and Addressograph  
Machines. We specialize in the re-manu-  
facturing of used ribbons. Chicago Ink  
Ribbon Co., 19 S. Wells St., Chicago, Ill.

### QUALITY Letters from NEW Stencil

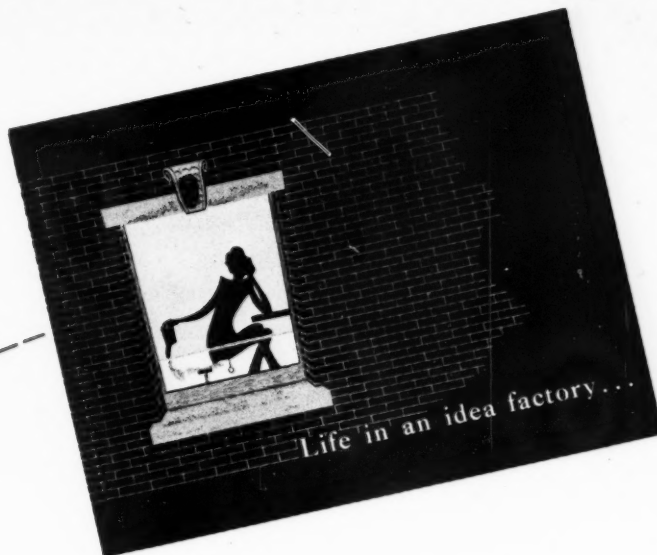
"Plastic-coated" PROCEL stencils make  
copies so Stygian Black they seem to be al-  
most printed. PROCEL works with any  
ink, gives maximum legibility, minimum  
cut outs and type clogging. Let PROCEL  
improve your letters! Write to Remington  
Rand, Duplicator Supplies Division, Bridge-  
port 1, Conn., for free information.

## THE REPORTER









## GET THIS SERVICE STORY FOR FACTS ABOUT DIRECT ADVERTISING

- IF:** You need new direct mail tools, new sales techniques to buck heightened competition.
- IF:** Your tried and true mailadvertising is now outmoded by the swing to buyer's markets.
- IF:** You're about to launch a new product or service.
- IF:** You need direct mail service that assumes full responsibility and crystalizes your basic thoughts into resultful ideas.
- IF:** You think your account is too small or too large for a specialized advertising service.

### FREE UPON REQUEST

#### "Life In An Idea Factory"

Contains a useful direct mail check list to help you select the jobs you want your mailadvertising to accomplish.



**HICKEY · MURPHY · ST. GEORGE, INC.**

*Creative Direct Mail Advertising*

2 WEST FIFTY-SIXTH STREET · NEW YORK 19, N. Y. · CIRCLE 6-8737



## MAPPING OUT THE COURSE

The course we take, as producers and suppliers of paper, depends on our customers' requirements. Their present needs and their future wants are the factors which govern our planning.

The result? Guideposts are provided for our widespread organization: for our woodsmen's activities, for developments in our laboratories, for the advance scheduling of paper machines . . . yes, and for smoother handling of transportation and deliveries by our sales people and distributing facilities.

Supplying paper products of the type and

quality needed for today and tomorrow is the course we will continue to follow. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



